

# Office of Cable Television, Film, Music and Entertainment FY2016

**Agency** Office of Cable Television, Film, Music and Entertainment

**Mission** The mission of the Office of Cable Television, Film, Music & Entertainment is to create a sustainable entertainment industry in the District. OCTFME manages and administrates the District of Columbia's cable television franchise agreements; provide government and public interest programming for District residents; and supports a sustainable creative economy, media, arts and entertainment industry in the District, maximize revenue and promote job creation related to commercial creative endeavors.

**Summary of Services** OCTFME is responsible for regulating cable television in the District, as well as the administration of the District's government access channels, District Council Channel (DCC), District of Columbia Network (DCN), and the District's education access channel, District Knowledge Network (DKN). OCTFME creates content that informs, educates, and entertains viewers via the District of Columbia's public, educational, and government (PEG) channels and other forms of content outlets. The award-winning content provides resourceful information on government activity, education, current events, history, and arts and entertainment. Through its three cable television channels, OCTFME provides public access to the governmental process and insights into life in the District. OCTFME is dedicated to providing quality diverse programming and services that seek to educate, enlighten, and empower the residents of the District of Columbia. OCTFME offers various services to local and out-of-state film, television, video, entertainment, interactive, multimedia, and digital media content creators, including: production and parking permitting; location scouting; production support; hotel; restaurant and transportation assistance; and job placement assistance and workforce development. The office engages the community to create a greater understanding of the media industry as a whole, the content/media-making process, and the professional skills required to become a marketable media industry professional. Lastly, OCTFME serves as a liaison between the media industry and District residents, local government, federal government, local businesses, business development groups, and non-profits.

## 2016 Objectives

### FY16 Objectives

Objective Number	Objective Description
<b>Cable Programming (2 Objectives)</b>	
7	Improve and expand the distribution and delivery of OCTFME programming using traditional and new digital technologies.
8	Inform and expand the knowledge District residents by providing educational and learning opportunities through its programming and community partnerships.
<b>Film &amp; Television Development (5 Objectives)</b>	
2	Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.
3	Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia.
4	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.
5	Expand community outreach and enhance constituent communication.
6	Research and develop media literacy and education programs and partnerships.
<b>Film &amp; Television Development (1 Objective)</b>	
1	Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia's media industry.

<b>Operations (1 Objective)</b>	
9	Provide quality and efficient management and support services.
<b>Regulatory Management &amp; Oversight (1 Objective)</b>	
10	Protect and advance the cable television-related interests of District residents.

## 2016 Key Performance Indicators

Measure	Division	Frequency of Reporting	FY 2013	FY 2014	FY 2015	FY 2015 Target	FY 2016 Target
<b>1 - Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia's media industry. (2 Measures)</b>							
Motion picture and television industry spending in the District		Quarterly		9,051,915.3	7,446,159.6	10,100,000	11000000
Temporary job and training opportunities in the motion picture and television industry		Quarterly		1,933	1,878	2,125	2340
<b>2 - Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District. (2 Measures)</b>							
OCTFME on location set visits with productions with significant impact/importance		Quarterly		75	100	75	80
Content creators that rank the overall film experience in DC as satisfactory or very satisfactory		Quarterly		99			99
<b>3 - Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia. (1 Measure)</b>							
New Contacts Made (in person or over the phone) with location media production decision-makers to facilitate media projects filming in the District.		Quarterly		532	407	400	440
<b>4 - Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District. (2 Measures)</b>							
Film and video projects produced in the District		Quarterly		280	263	300	330

Industry events or activities attended and/or participated in to market the District as a production venue		Quarterly		41	49	45	50
<b>5 - Expand community outreach and enhance constituent communication. (1 Measure)</b>							
Events/activities aimed at connecting District residents with job and training opportunities		Quarterly		22	15	15	17
<b>7 - Improve and expand the distribution and delivery of OCTFME programming using traditional and new digital technologies. (2 Measures)</b>							
Number of Community Outreach and Information via News Tickers and Snipes		Quarterly			331	250	300
Hours of Programming via Smart Phone Applications		Quarterly			146	100	125
<b>8 - Inform and expand the knowledge District residents by providing educational and learning opportunities through its programming and community partnerships. (2 Measures)</b>							
Number of 'What Did You Learn Today', 'Educator of the Week', and 'Quotes' features on DKN		Quarterly			103	100	120
Number of District students exposed to hands- on television production		Quarterly			46	15	20
<b>9 - Provide quality and efficient management and support services. (3 Measures)</b>							
Percent of Outside Infrastructure Complaints Responded to Within 48 hrs		Quarterly	98.2	95		90	96
Number of Hours Employees Trained in Professional & Personal Development		Quarterly		269	681	650	680

Number of Visits to Franchisee Customer Service Centers	Quarterly	4	8	8	12
<b>10 - Protect and advance the cable television-related interests of District residents. (2 Measures)</b>					
Community Outreach Event	Quarterly	3	6	3	10
Review of the Status of Cable in the District	Annually		1	1	1

## 2016 Workload Measures

Measure	Frequency of Reporting	FY 2013	FY 2014	FY 2015
<b>Workload Measure (5 Measures)</b>				
Total Number of Film Permits issued	Quarterly	435	367	306
Total number of film permit fees collected	Quarterly	98,390	74,600	84,000
Hours of Programming for DCC	Quarterly	1,084	875	710
Hours of Programming for DCN	Quarterly	326	224	270
Hours of Programming for DKN	Quarterly	86	54	56

## 2016 Initiatives

Objective Number	Objective Title	Initiative Number	Initiative Title	Initiative Description
<b>Cable Programming - 7 (2 Initiatives)</b>				
7	Improve and expand the distribution and delivery of OCTFME programming using traditional and new digital technologies.	7.1	Expand community outreach, information, and awareness via news tickers, snipes, and community events.	OCTFME will continue to work to create an effective program schedule that builds viewership and community awareness, and informs and educates District residents about the executive and legislative branches of government and the events, activities, and people that make up the District of Columbia. The additional content will communicate information regarding upcoming programming and events, weather and closing updates and announcements. OCTFME will increase messaging and information through stylish, text and graphic driven news tickers, full screen graphics, and 'snipes', that will alert the viewer to what they are watching, what will come on next, website and event promotion, and executive and legislative updates.

7	Improve and expand the distribution and delivery of OCTFME programming using traditional and new digital technologies.	7.2	Increase the availability of programming content via Smart Phone Applications.	OCTFME will increase the distribution of its media content and information on its channels to broaden its reach beyond the television. In addition to its Internet availability, content and program schedules will be accessible from virtually anywhere by Smart Phone.
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**Cable Programming - 8 (2 Initiatives)**

8	Inform and expand the knowledge District residents by providing educational and learning opportunities through its programming and community partnerships.	8.1	Increase the amount of educational, health, and local sports content that OCTFME produces and broadcasts on DKN.	DKN is a joint venture supported by District of Columbia Public Schools (DCPS) and the Office of the State Superintendent of Education (OSSE) and is designed to provide innovative resources and support to students, parents, teachers and community members. During FY16, OCTFME will increase the quality and quantity of information shown on DKN. OCTFME will refine and cablecast new and relevant series that incorporates the theme of lifelong learning. DKN's educational pieces will include the series 'What Did You Learn Today', 'Educator of the Week', and 'Quotes' (working title)
8	Inform and expand the knowledge District residents by providing educational and learning opportunities through its programming and community partnerships.	8.2	Expose District youth to careers in television production.	OCTFME will perform outreach and professional development to District youth at schools, recreational centers, and other events and programs designed to engage young people in career choices. OCTFME will continue to give the students an opportunity to further their education in broadcasting, and communications with hands-on experience in studio production; field production; videography; editing; and computer graphics. The students will also have the opportunity to sharpen administrative skills and gain new skills by being trained in scheduling studio guest and video shoots, transcribing video tapes and researching and writing scripts.

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**Film & Television Development - 2 (4 Initiatives)**

2	Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.	2.1	OCTFME will implement a proactive media production logistics support strategy.	OCTFME will be actively involved in the permitting and production process of projects and special events filming in the District. By having more of a hands-on approach to engaging productions from the start of the process, OCTFME will have more of an impact on improved client satisfaction and increased production days. This new engagement strategy will include visiting the sets of productions and providing pre-production and production logistical support.
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2	Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.	2.2	Streamline permitting and ease procedural and jurisdictional challenges to local production.	The complexity of filming in the District can be turned into an opportunity to position OCTFME as the premier resource and logistics agency for film, television, entertainment, and special event filming in the nation's capital. The ultimate goal of OCTFME is to provide true "one-stop" permitting and act as an inter-agency liaison when multi-jurisdictional or alternative agency permitting is required by an event filming in the District.
2	Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.	2.3	Facilitate content creator access to production locations falling under Federal Government jurisdiction.	Schedule a series of meetings with key officials in the Federal Government to discuss polices processes, procedures, rules and regulations that would allow content creators more access to popular locations under federal jurisdiction, such as the National Mall, Union Square, Federal Triangle, the US Capitol, etc. OCTFME will continue to coordinate with agencies that have federal permitting authority (NPS, U.S. Capitol Police, White House, etc.) to ensure the process is as smooth as possible for content creators requesting federal locations as sites for production activity.
2	Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.	2.4	OCTFME will have strategic involvement in film, television and entertainment projects taking place in the District of Columbia.	OCTFME will take a more active role in the coordination, implementation and logistics of film, television and entertainment projects in DC. This new initiative will include pre-production, production, and post-production logistics.

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**Film & Television Development - 3 (3 Initiatives)**

3	Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia.	3.1	Review the local creative economy landscape and elicit input and recommendations from local creative and interested stakeholders.	OCTFME will consult with the local artist/creator community and work with partner agencies like DMPED; the DC Commission on Arts and Humanities (DCCAH); the Office of Planning (OP); and others to amass the information required to formulate an effective creative economy strategy to support the following key creative economy segments: media & communications, performing arts, culinary arts, visual/digital arts, crafts/designer products, fashion, gaming/interactive arts, building arts/architecture; and museums & heritage.
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3	Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia.	3.2	Create a formal creative economy strategy proposal for Administration review and consideration.	OCTFME will create a creative economy strategy proposal that will support and grow the creative economy by: raising the profile of the District as a globally competitive and creative city; activating the creative economic potential of the District by providing business support and employment opportunities; creating an infrastructure for government support of creative economy special events; creating a unifying branding and marketing strategy, and laying out an achievable implementation plan.
3	Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia.	3.3	Launch a formal implementation strategy for the Creative Economy Strategy.	Once a comprehensive creative economy strategy is approved by the Administration and receive community buy-in, OCTFME will lead the effort to effectively implement the strategy working with local stakeholders and government agency partners.

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**Film & Television Development - 4 (5 Initiatives)**

4	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.	4.1	Promote the District of Columbia as the venue of choice for media production, media industry business activity, and media industry infrastructure development.	OCTFME will continue to build on its marketing and communications efforts to raise the visibility of the District as an emerging center for creative entertainment and digital media economic activity. OCTFME will leverage various social media marketing tools such as Facebook, Twitter, and e-newsletter distribution to promote the District, as well as proactively engage with key industry decision makers at industry events, film festivals, conferences and local activities.
4	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.	4.2	Identify and catalog District-owned properties suitable for use by the film industry.	OCTFME will identify and catalog District-owned or managed properties suitable for use by the film industry by working with District of Columbia government agencies that manage and operate buildings, facilities, and open spaces to make them available as production locations. Agencies OCTFME plans to work with on this project in partnership with DMPED, DGS, DCHA, DCPS, DPR, and OP.

4	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.	4.3	Promote locations within all eight wards of the District.	OCTFME will use its web site, social media platforms, Reel-Scout location support utility, and the 2016 Mid-Atlantic Production Resource Guide to help promote and market local properties. OCTFME also will continue its Location of the Month initiative, which features a new location each month from all eight wards of the city that are cinematically appealing. Additionally, OCTFME will work with the DC Chamber of Commerce; Destination DC; the Washington, DC Economic Partnership (WDCEP); and the Department of Small and Local Business Development (DSLBD) to identify local businesses that could increase their revenues by offering up their sites to production activity.
4	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.	4.4	Market OCTFME's Reel-Scout Location and Production Crew management service.	OCTFME will continue efforts to promote access to DC location and crew identification information through an online and mobile application service maintained by Reel-Scout. OCTFME's customized location and crew reference functionality gives users access to location and crew list information via their computer, mobile phones, or tablets. DC Reel Crew allows content creators and other crew members to be featured on the app free of charge. OCTFME will work with the Business Improvement Districts (BIDs), local business organizations (DSLBD, WDCEP and Events DC) and trade organizations (IATSE, Producer's Guild, and Teamsters) to get their constituents, stakeholders, and members registered for the DC Reel Crew application.
4	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.	4.5	Participate in the publication and distribution of the 2016 Mid-Atlantic Production Resource Guide.	In FY2016, OFTE will contribute to the Mid-Atlantic Production Resource Guide, a production resource and media professional directory used by content creators to acquire crew and obtain the equipment and production services required for production activities. This comprehensive reference guide is the annually updated production guide of choice used by content producers from all over the country. The guide will include contact information for local media professionals, production crew, and production support companies looking for work in media production. The guide will be strategically distributed throughout the year at industry events, by direct mail, and will be available at OFTE's office.

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**Film & Television Development - 5 (2 Initiatives)**



5	Expand community outreach and enhance constituent communication.	5.1	Improve local media industry engagement and support and promote talents of local media professionals.	<p>OCTFME will proactively engage media industry employer partners, media industry professionals, and aspiring media industry professionals through a series of targeted outreach efforts. OCTFME will continue sponsorship and co-hosting informational and networking events with local filmmaking constituent groups and stakeholders.</p> <p>OCTFME also will continue to celebrate, nurture and support local filmmakers by continuing the Filmmaker of the Month initiative and host regular local filmmaker networking events with OCTFME staff.</p>
5	Expand community outreach and enhance constituent communication.	5.2	Continue to notify District of Columbia residents, businesses, neighborhood organizations, ANCs, and City Council constituent service representatives when production activity approved by OCTFME might impact them.	<p>OCTFME will continue its policy of "production alert notification" to District residents and businesses that could be impacted or inconvenienced by content production activities permitted through OCTFME by providing advanced notification of any production activity taking place in their neighborhoods and ensuring timely and accurate information is disseminated. OCTFME will utilize subscriber-based email alerts, Twitter messaging, the "production alerts" section on our web site, and other communication platforms to inform residents of potential traffic, parking, or other restrictions related to production activity the might impact their community or constituents.</p>

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**Film & Television Development - 6 (2 Initiatives)**

6	Research and develop media literacy and education programs and partnerships.	6.1	Support and administrate media literacy education programs in the District.	<p>OCTFME will research, design and execute media presentations to undeserved communities with limited resources. OCTFME will partner with local organizations and stakeholder groups on a series of ongoing programming and events offering the District's youth and underserved access to media education.</p>
6	Research and develop media literacy and education programs and partnerships.	6.2	Support media literacy education events in the District.	<p>OCTFME will support programs, festivals, conferences, workshops and film series that provide media and entertainment literacy and educational opportunities for District residents.</p>

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**Film & Television Development - 1 (3 Initiatives)**

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1	Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia's media industry.	1.1	Manage and administrate the Film DC Economic Incentive Fund Program in FY2016.	<p>The Film DC Economic Incentive Fund plays an important role in attracting production companies to film in DC, which in turn creates jobs for District residents. OCTFME has drafted a legislative amendment bill to amend the Film DC Economic Act of 2016. The goal of the legislative amendment is to make the current law clear, consistent, and enforceable.</p> <p>OCTFME will manage and administrate the industry incentive program in consultation with government agency partners. The program will support the creative entertainment industry and media production in the District of Columbia, and create job opportunities for District residents.</p>
1	Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia's media industry.	1.2	Implement and execute a workforce development program that will train D.C. residents with skills required to become marketable media industry professionals.	<p>OCTFME will work in conjunction with sister government agencies, local training providers, and identified private and public sector employer partners to design and implement a media industry vocational training program. The Creative Economy Career Access Program (CECAP) will target District youth and adult residents, making them proficient in specific, marketable media industry trade skills required to secure long term, career-track employment. The program will include training and apprenticeship modules, placing graduates of the training program into an apprenticeship position with identified employer partners.</p> <p>OCTFME will develop new partnerships with creative media industry employers and trade organizations to inform the program curriculum and provide wraparound job placement services for the workforce training program.</p>
1	Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia's media industry.	1.3	Identify and support sustainable opportunities for local creative economy infrastructure development.	<p>OCTFME is currently investigating the feasibility and sustainability of the following in the District: incubators/creator spaces; pre-production and post-production houses; virtual/digital studios; Internet-based media; media centers; vocational media training centers; and production support vendor facilities (camera, lights, grip equipment rentals, etc.). OCTFME will assess which potential infrastructure projects will best contribute to economic development in the local media economy.</p>

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**Operations - 9 (3 Initiatives)**

9	Provide quality and efficient management and support services.	9.1	Promote economic and efficient customer service support for District residents.	OCTFME will continue to monitor system failures and customer complaints regarding the cable provider's system as set forth in the Performance Indicators Chart below. OCTFME will explore additional ways, including community outreach, to provide educational and customer support services to District residents. In order to provide a more comprehensive assessment of system failures and customer complaints, OCTFME will continue to review and update the manners in which it collects customer service data.
9	Provide quality and efficient management and support services.	9.2	Provide quality support services and efficient equipment and property management.	OCTFME will continue to review its current methodologies of developing its inventory system to better track and manage property to safeguard against unauthorized use.
9	Provide quality and efficient management and support services.	9.3	Training and Personal Development.	During FY16, each employee will attend multiple professional and personal development trainings to augment job knowledge and increase overall job performance. This will enable each employee to increase their personal development and provide enhanced customer support for District residents. OCTFME will continue to conduct an assessment of current training and development structures based on its mission and employees' position related duties. Based on the assessment, OCTFME will work with DCHR and outside vendors to create more opportunities for specialized training related to the implementation of industry standard software, hardware and best practices.

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**Regulatory Management & Oversight - 10 (2 Initiatives)**

10	Protect and advance the cable television-related interests of District residents.	10.1	Promote cable competition and choice for District residents.	OCTFME continues to work to bring greater competition and choice to the cable television market in the District by attracting additional cable service providers and cable services to the District. During FY16 OCTFME will continue to monitor each of the District's cable television franchises and insure that District residents benefit from healthy, customer centered competition. OCTFME will undergo projects aimed at further educating District residents about the cable options available to them, and ensuring that residents continue to have access to reliable cable television services throughout the District. As part of this effort, OCTFME will conduct a review of the status of cable television within the District of Columbia.
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10	Protect and advance the cable television-related interests of District residents.	10.2	Engage and Educate District Residents	<p>OCTFME believes that when consumers are actively engaged with the local business communities, and informed of the consumer options available to them, they are able to make the best consumer choices for their particular situations. To this end OCTFME is committed to implementing various initiatives aimed at assisting District residents in becoming more informed and smart active consumers. In FY16 OCTFME will further this initiative through customer service surveys designed to ascertain how customers view the current services they receive and what services they would like to receive more or less of. OCTFME will also coordinate a series of town hall or roundtable meetings offering District residents opportunities to engage OCTFME regarding services and initiatives offered by the franchises, how to better targeted outreach to various communities throughout the District, and other concerns residents may have. The goal of these efforts is to maximize customer service and transparency increasing resident knowledge of the mission and function of OCTFME, the District government, and cable franchises accountability to District resident consumers.</p>
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